

# USPS Leadership Forum for Stakeholders User Group 4 Update



November 19, 2013

## History

- Started as the Confirm User Group - September, 2010
- Was amalgamated with MTAC WG146 - May, 2012 with a renewed mission for comprehensive visibility and renamed Informed Visibility User Group

## Mission

To provide an ongoing forum for collaboration between the Postal Service and Industry to facilitate the use and, enhance value of Informed Visibility. By identifying, addressing and resolving issues as they arise, we hope to continue to add value to the mail. The scope of this group will include the development and implementation of the data framework for Informed Visibility, including education and development of related materials, so all may better understand and appreciate the power of business intelligence.

- Provide input to USPS to help define requirements for Informed Visibility Phase 2
- Collaboratively identify and resolve current mail visibility issues
- Develop educational materials to communicate the value of mail visibility
- Make sure USPS MTR website and reference materials are up to date

- Defined initial piece-level data requirements
- Identified gaps in bundle visibility
- Identified gaps in tray and container visibility
- Industry continues to monitor and provide feedback on IMb Tracing anomalies
  - Several issues were discovered throughout the year
  - Issues investigated and mitigated
  - IMb Tracing adjustments to mitigate future risk
- Delivered Webinar – “How Intelligent is your Mail?” on October 22 (posted on RIBBS)

- **Presenters included:**
  - **United States Postal Service**
    - Steve Dearing - Manager, Mailing Information Systems
    - Himesh Patel - Program Manager, Mailing Information Systems
  - **Mailing Industry**
    - Judy Kalus - Program Manager, Track My Mail, Pitney Bowes
    - Maureen Noe - Postal Logistics Specialist, Quad Graphics
    - Jody Berenblatt - Senior Advisor, GrayHair Software, Inc.

- Basics of IMb
- Mail Visibility
- Case Studies
- Address Change Service (ACS)
- Secure Destruction
- Basics on IMpb
- Parcel Visibility

- Accurately estimate the amount of mail in customers homes by day
- Where do these customers live (time zone)?
- What customers with what buying habits?
- What types of offers did these customers receive?



- Knowledge of time from receipt of offer/catalog and contact
  - Time delivery of offers/catalogs more effectively by customer.
- Customer Service can 'see' if offer was received late – opportunity to extend offer or provide some other incentive to purchase if items no longer available



- Ability to ‘see’ where mail is not getting processed by:
  - USPS facility
  - Sort scheme
- Allows for Customer to communicate issues effectively with the USPS
- Mail can be physically located based on last scan and zip code



- Ability to create reporting on all levels:
  - Facility
  - Pallet type
  - Bundle or tray type
  - Zip code
- Timing from 'start the clock' (arrival at USPS facility) to pallet scans and first bundle/tray scan
- Timing from one operation to another



- Reference data from last drop to determine ‘best’ date to deliver mail to USPS – when were most scans done? When do we want the mail in-home?
- Data can be compiled by mailer, date mailed, postal facility and presort types as well as Class of mail and processing type.
  - **One size does not fit all!**

- Scan could trigger another marketing effort:
  - Email offer related to the piece
  - Another mailing
  - TV advertising in a region (or could be added if lack of scans!)
  - Customer Service contact (ex: Insurance agent)
  - 'reward' for response within 24 hrs of receipt



- Continue promoting the value of Full Service and Mail Visibility through educational outreach
- Monitor feedback and issues through the January implementation of Full Service
- Define/Refine additional requirements for Informed Visibility Phase 2
  - Pieces/Tray/Tubs/Sacks/Containers
  - SLA's
  - Data Retention
- Data provisioning requirements
  - Monitor current performance
  - Identify anomalies
  - Collaboratively resolve and mitigate

To join User Group 4, contact one of the leaders:

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